

the florida architect / october 1967

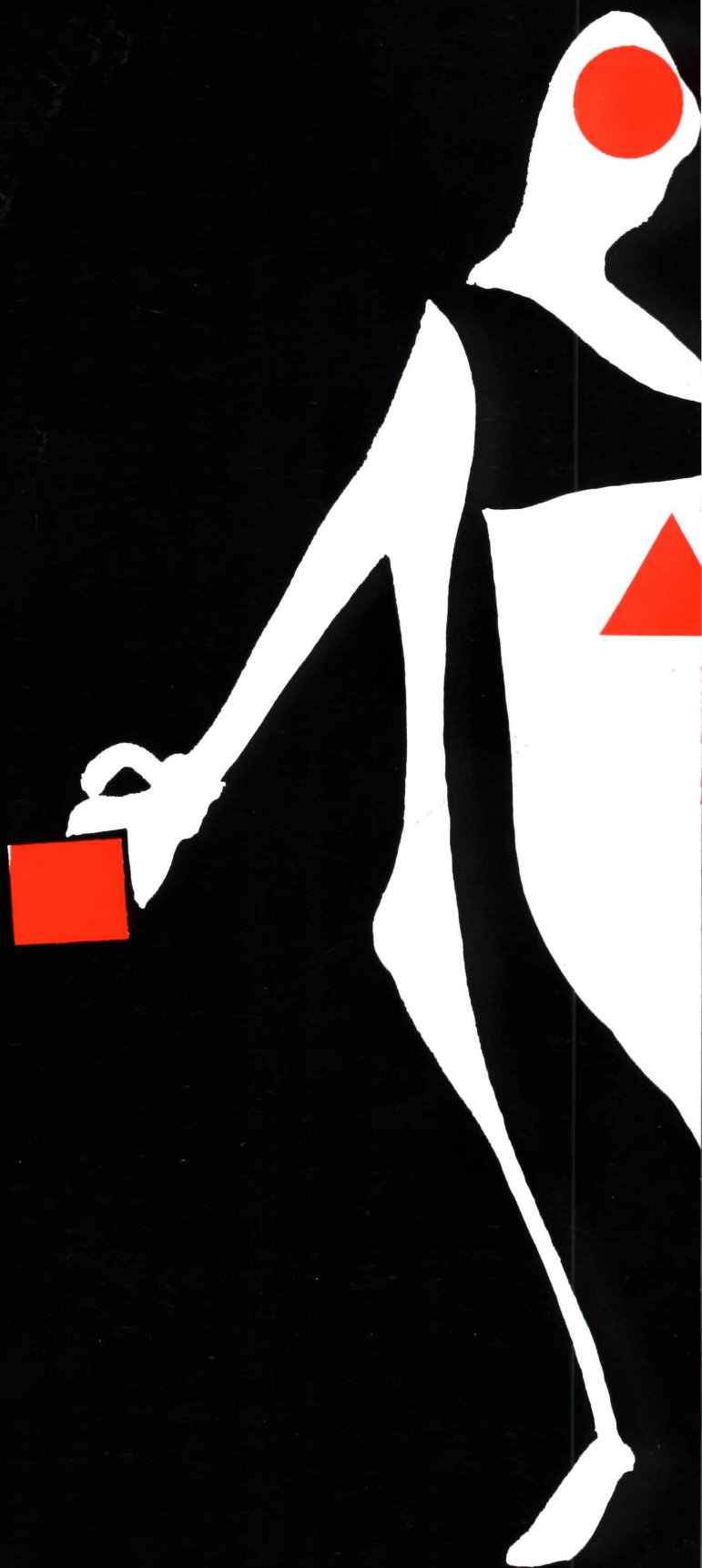


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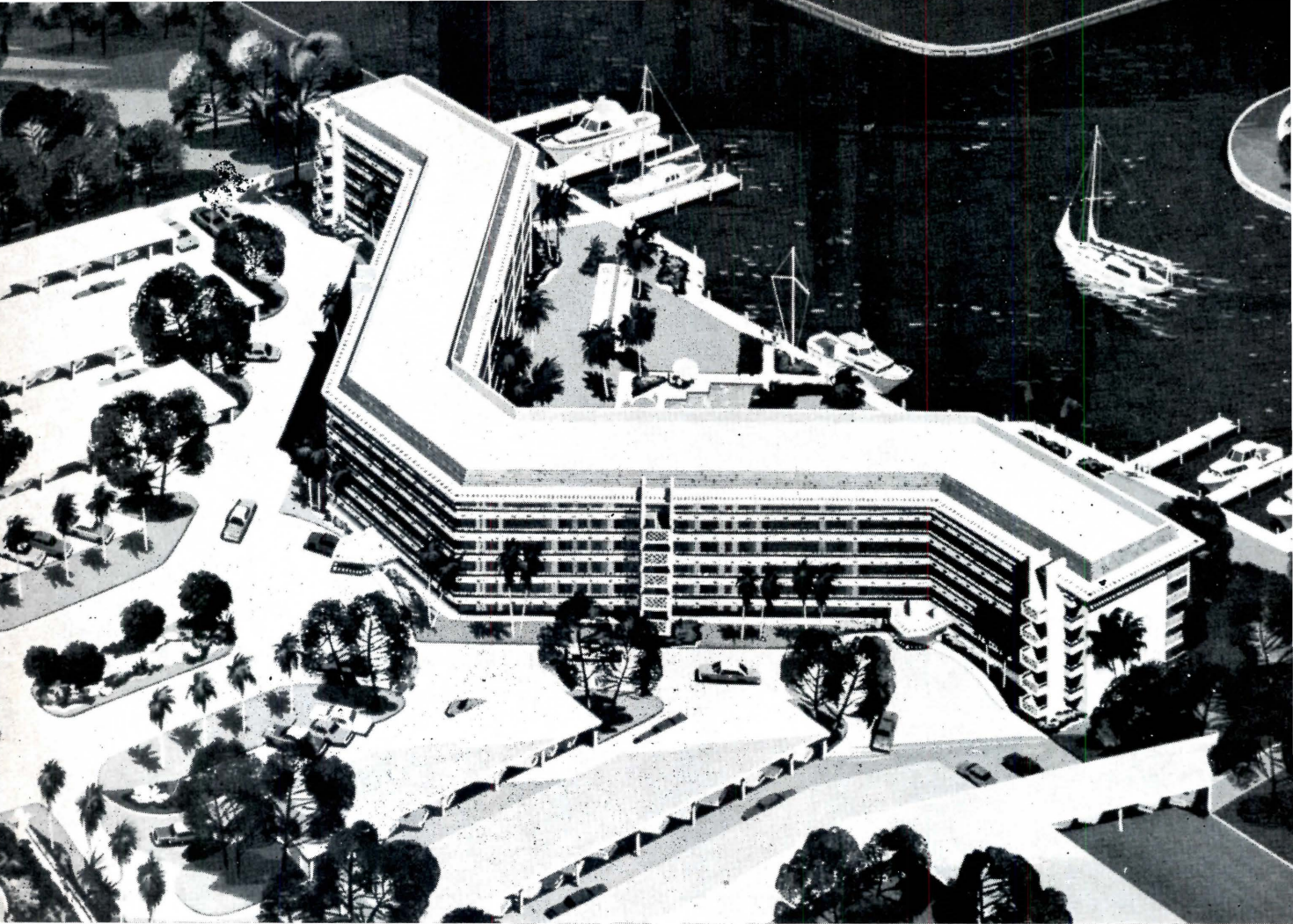
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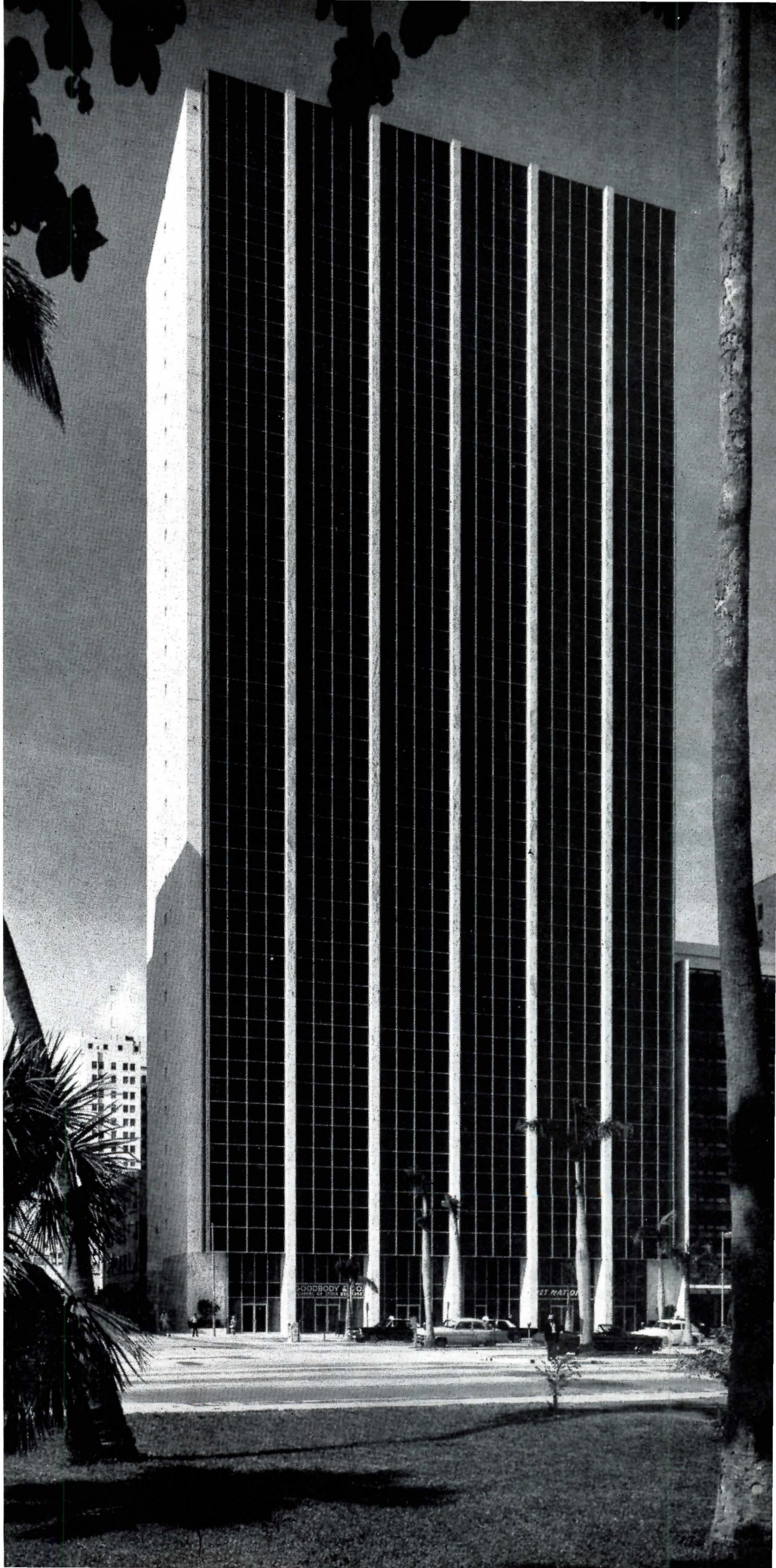
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FRONT COVER: 53rd Annual FAAIA Convention, October 4-8, Diplomat Hotel, Hollywood Philosophy, Design, Life Be There!

VOLUME 17 ■ NUMBER 10 ■ OCTOBER 1967

LOWE ART GALLERY SCHEDULES EXHIBITS

A collection of 25 works from the permanent collection, dating from the 17th through the 19th centuries, will go on display Thursday, Sept. 21, at the University of Miami's Joe and Emily Lowe Art Gallery.

Titled "Selections from The Permanent Collection," the exhibition is composed of works pictured in "A Handbook of the Collections," published last spring by the Friends of Art of the Lowe Gallery, in conjunction with the gallery's 15th anniversary.

The selection includes works by Domenico Feti, Washington Alston, Jan Van Goyen, Everett Shinn, Rembrandt Peale, and Claude Monet, all donated to the gallery over the years by community leaders.

Their appearance in an exhibit that will continue throughout the year reflects the wish of Dr. August L. Freundlich, director of the Lowe Gallery, to show the UM students and the community more of the Lowe's art treasures.

"It is the role of the professional museum staff to present as wide a range of the highest quality objects of art as possible, so that a rich and broad experience may be offered the viewer," said Dr. Freundlich.

"My hopes are for the eventual expansion of the gallery so that the Virgil Barker Memorial Collection of American Art and our vast group of Far Eastern works may be placed on permanent display."

Exhibits scheduled for later in the year include a collection of the original prints of Florida birds by John James Audubon; a review of the work of renowned satirist-artist, William Gropper; a selection of paintings by nationally known artist-couples; and a display of photographs by Richard Merrick, showing styles of Mexican architecture.

The Alfred I. Barton Wing of Primitive Art, including the American Indian Collection, is being refurbished and will open in November.

In addition to the "Selections from The Permanent Collection," the Kress Collection of Masters of the 14th-18th Centuries in the Kress Wing will be open to the public throughout the year.

The Lowe Gallery is open 10 a.m. to 5 p.m. Tuesday through Saturday, 2 to 5 p.m. Sunday and 8 to 10 p.m. Wednesday. Admission is free.

**LOUIS I. KAHN
DR. ALBERT GOLDMAN
DR. HUMPHRY OSMOND**

**53rd ANNUAL
FAAIA CONVENTION
OCTOBER 4 - 8
HOLLYWOOD**

PLANNING SEMINAR

**Critique of The Campus Plan
of the University of South Florida**

At the Student Center, University of South Florida, Tampa, Florida, July 15, 1967, FAAIA held its third Seminar of the current year in the Association's program for continuing education.

The third Seminar was a critique of the campus plan of the University of South Florida. By reviewing the history and development of the plan for the University of South Florida and touring the campus, those attending the Seminar prepared themselves for the evaluation workshop with the panelists. Through the workshop, the individual was exposed to the pressures to be exploited and avoided, the characteristics desirable and undesirable, and the process which the concept and accomplishment of campus planning undergoes.

The Seminar Moderator was H. Samuel Kruse, FAIA, of the firm Watson, Deutschman & Kruse. The four panelists were: Hilario F. Candela, AIA, of Pancoast, Ferendino & Grafton; Clyde B. Hill, PE, Head of the Physical Plant Division of the University of South Florida; Milo M. Smith, AIP, of the planning firm Milo Smith & Associates; and Robert Swilley, architect with the Board of Regents.

Kruse opened the Seminar by describing those general needs one must satisfy when planning a campus. He reminded the panelists that architects are concerned with environment not only to satisfy the requirements of academic functions, but also to provide the optimum opportunities for emotional and social, as well as the intellectual maturity of adolescents so near to becoming legal adults.

The campus plan should provide the example of quality, for the student has in all probability never seen quality environment at home and probably won't after he leaves college. The campus should make it easy for him to learn about love, beauty and the fun of developing one's talents to the fullest out of class as well as in the formal setting for learning.

Mr. Hill outlined the historical development of the campus plan for USF. In this he was assisted by Mr. Breitenbach, who was assigned the planning task while still a member of Guy

AIA NATIONAL SCHOLARSHIP PROGRAM

The American Institute of Architects has announced the opening of the 47th annual scholarship program of the AIA and the AIA Foundation for students and professional architects. By November 1, application forms for students will be available from the deans of all accredited schools of architecture. Interns and professionals may apply directly to the AIA scholarship secretary at AIA headquarters in Washington.

The scholarships, ranging from \$200 to \$2,000 for students, \$1,000 to \$3,000 for post-graduates, totaled approximately \$37,000 for 58 awardees in the 1967-68 program. In addition to AIA endowments, donors include Blumcraft of Pittsburg, Desco International Association, Eaton Yale & Towne Inc., Pittsburgh Plate Glass Foundation, and Syska and Hennessey, Inc. of New York.

Deadline for all submissions is November 30. The AIA scholarship committee meets in January, and awards — based on scholarship and need — will be announced in the spring.

FLORIDA ARCHITECT RECEIVES AWARD FROM MAGAZINE ASSOCIATION

The Florida Magazine Association, based in St. Petersburg, has awarded the Florida Architect an Award of Merit for the Best Column.

The President's Message, which has appeared regularly in this magazine was of course edited by President Hilliard T. Smith Jr. The award cited President Smith's writing as "direct and forceful and well done."

Fulton's staff of the old Board of Control. The history demonstrated the confusion and vacillation by which much of the early planning was done in the absence of clear-cut objectives, the inadequacy of planning and consultants' budget, and the effect of decision-making by persons with inadequate background for it.

Mr. Candela started the afternoon session, after Mr. Hill and Mr. Swilley led the Seminar on a tour of the campus, with a resume of all the shortcomings he had observed during the tour. The distances between buildings were out of scale with people, and cars were better served than people. There were no environmental opportunities for the student to teach himself by meditation or social exchange between classes. Buildings were generally good, but their placement as related to commons and other buildings was not the best. Around and between buildings there were no amenities for people. There was monotony in spite of the excitement of a good many buildings because there were no dominant elements as counterpoints to the uniform height of buildings. The water tower and the blue smoke stacks of the power plant came closest to dominant elements and these obviously were not designed as an integral part of the campus design because they were exceptionally badly-placed and ugly.

Mr. Smith followed Candela and explained some of the early concepts which fell by the wayside as decisions were made by non-planners and the reduction of budget. He explained the proposed use of bulk landscaping as a foil to building mass and to create smaller court-like spaces between buildings. Automobile traffic and parking was kept out of the academic area and routed at the periphery of the campus. He explained that distances between buildings had been reduced from the original concept, but that non-designers have great difficulty feeling scale and these were the people making the decisions. Covered walks had been considered, but these were eliminated to save money.

Mr. Swilley pointed out the difficulties of campus planning for a political client in a dynamic growth period and without adequate budget. The present campus was already in a

transitional phase as a result of changing policies and demands which bear very little resemblance to the original requirements. He reminded the group that at that time there was no planning team in the state which was skilled and experienced in campus planning. He thought that the USF campus had been accomplished as well as could be expected in the trial-and-error procedure as compared with some of the later campuses which were done with a more orderly planning procedure and with many consultants, and that the wide spaces around existing buildings will be closed as those buildings are enlarged and new buildings erected between them. It was suggested that the campus would look good and be in scale when it developed toward the ultimate configuration.

SUMMARY OF AUDIENCE DISCUSSION

An education specification prepared by the disciplines related to the education process is the functional program for the campus plan, but it isn't the only specification for the design. Administrative and maintenance considerations play their part in shaping the solution as well as philosophical and aesthetic parameters.

Buildings must be related functionally, philosophically and physically, for no single building comprises the university — only the sum total of all buildings and activities.

The functional commons should also be the unmistakable visual commons which student, faculty or visitor can sense as well as see as the facilities for all.

The campus should be a pleasant, aesthetic entity at all stages of development. More concern should be given to the expansion of buildings instead of erecting separate buildings for each department or function.

The master plan for an institution is not ideally a picture, but should be an "environmental specification" recommending, describing and illustrating all the things the environment is expected to provide for a long period of time.

There must be great flexibility built into a master plan because programs and techniques change drastically with the passage of time.

Master planning is a serious affair. It should not be done just to get an architectural commission for one of the buildings.

PRESIDENT'S MESSAGE

When talking with a visiting Swedish architect about the lack of art in the American church, he startled me by saying in essence, "Look bub! Wait until you grow up! Your forefathers landed here without a penny in their pockets. Give yourself time. Be patient. You're not going to see art in the church until you have art in your homes. So far I haven't seen much!"

Now that we have two cars in most carports perhaps we should be less patient. Philosophy must come first however, and this is the very reason that The Institute has established a Task Force on Primary and Secondary Education. Some of the work which your members have done in Florida has contributed generously to the information gathered so far. It seems pretty obvious that we are not going to have design-oriented clients until we graduate design-oriented students. This then becomes a major goal.

Philosophy — Design — Life! Which comes first? No doubt we must conclude that life comes first but we are uneasy when we assume that warm bodies, reasonably well fed and out of the rain, indicate the "abundant life".

This then becomes our search — to discover a philosophy so fundamental that it leads to a design-enriched life. The fellowship of architects made possible through Institute service forms one bridge allowing us to pool our discoveries and assist each other up the path. As we reach out to each other, and to the public we serve, the pattern will form until the design becomes clear.

We have it within our power to inspire our country to produce cities in which design reflects the underlying philosophy — A philosophy rich in culture available to all. Who knows, we might even end up with art on our living room walls.

ROBERT L. DURHAM, FAIA

President, of The American Institute of Architects



CONVENTION SCHEDULE

WEDNESDAY—OCTOBER 4, 1967

- 8:00 AM Installation of Building
to
Products and Architectural
6:00 PM Exhibits (Convention Hall)
10:30 AM Registration (Convention
to
Hall)
6:00 PM Delegate accreditation
(FAAIA Service Center —
Convention Hall)
11:00 AM FAAIA Executive Commit-
tee Meeting — President
Hilliard T. Smith, Jr. pre-
siding
1:00 PM Ladies' Hospitality Room
to
(Card Room—Mezzanine)
5:00 PM
1:30 PM Board of Directors Meeting
— President Hilliard T.
Smith, Jr. presiding (Em-
bassy Room—Mezzanine)

THURSDAY—OCTOBER 5, 1967

- 9:30 AM Ribbon - cutting Ceremony
officially opening Building
Products Exhibits — Presi-
dent Hilliard T. Smith, Jr.
officiating (entrance to
Convention Hall)
9:30 AM Building Product Exhibits
to
Arena (Convention Hall)
6:00 PM Registration (Convention
Delegate Accreditation
(FAAIA Service Center —
Convention Hall)
10:00 AM Ladies' Hospitality Room
to
(Card Room—Mezzanine)
4:00 PM
11:00 AM Refreshments / Entertain-
to
ment — Building Products
6:00 PM Exhibits Arena (Convention
Hall)
12:00 Noon Sandwich/Beer Luncheon—
Building Products Exhibits
Arena (Convention Hall)
2:30 PM Seminar I. LIFE
to
Speaker: Dr. Humphry
4:30 PM Osmond
Moderator: Larry King
(TV Theatre—Mezzanine)
4:30 PM Refreshments / Entertain-
to
ment — Building Products
6:00 PM Exhibits Arena (Convention
Hall)
Dinner On Your Own
9:00 PM "A Host Happening" —
to
Free swinging party with
Midnight Daniel E. Skidmore and The
Los Olas Brass, and Go-Go
Girls at the Turf Club of
Gulfstream Park
Evening Hours — Hospitality Suites

FRIDAY—OCTOBER 6, 1967

- 9:00 AM Building Product Exhibits
to
Arena (Convention Hall)
6:00 PM Registration (Convention
Hall)
Delegate Accreditation
(FAAIA Service Center —
Convention Hall) (Closes
at 9:30 a.m.)
9:45 AM BUSINESS SESSION I —
to
President Hilliard T. Smith,
11:30 AM Jr. presiding (TV Theatre
—Mezzanine)
10:00 AM Ladies' "Wiggery Festival"
to
with the House of Wiggery,
11:30 AM Boca Raton — Continental
Breakfast (Card Room —
Mezzanine)
11:00 AM Refreshments / Entertain-
to
ment — Building Products
6:00 PM Exhibits Arena (Convention
Hall)
12:15 PM "Awards Luncheon"—Pres-
ident Hilliard T. Smith, Jr.
presiding
Speaker: George E. Kassa-
baum, FAIA, 1st Vice Presi-
dent of the American Insti-
tute of Architects
Presentation of Awards (Les
Ambassadeurs—Lobby)
2:00 PM Building Product Exhibits
to
are open for visitation by
6:00 PM representatives of construc-
tion industry (engineers,
builders, contractors, sub-
contractors, dealers, suppli-
ers, etc.)
2:00 PM Ladies' Hospitality Room
to
(Card Room—Mezzanine)
4:00 PM
2:30 PM Seminar II. PHILOSOPHY
to
Speaker: Dr. Albert Gold-
man
4:30 PM Moderator: Larry King
(TV Theatre—Mezzanine)
4:30 PM Refreshments / Entertain-
to
ment — Building Product
6:00 PM Exhibits Arena (Convention
Hall)
6:30 PM "Dinner and Broadway
Show" — Jack Valentine's
Country Dinner Theatre and
Broadway cast production of
Tennessee Williams' "Peri-
od of Adjustment"—Host:
Broward Chapter, AIA
(Buses begin to depart from
hotel — buses will return
after show, approximately
10:20 p.m.)
Evening Hours — Hospitality Suites

SATURDAY—OCTOBER 7, 1967

- 9:00 AM Building Product Exhibits
to
Arena (Convention Hall)
2:00 PM Registration (Convention
Hall)
Balloting for FAAIA officers
(FAAIA Service Center —
Convention Hall)
NOTE: Construction indus-
try personnel invited to
visit exhibits Saturday.
8:30 AM Office Practice Forum—H.
to
Samuel Kruse, FAIA, pre-
10:30 AM siding
Speaker: D'Orsey Hurst,
President of his firm in
Management Consulting &
Business Research (TV
Theatre Mezzanine)
11:00 AM Refreshments / Entertain-
to
ment — Building Products
2:00 PM Exhibits Arena (Convention
Hall)
12:00 Noon Sandwich/Beer Luncheon—
Building Products Exhibits
Arena (Convention Hall)
12:00 Noon Ladies' "Fashion Forum"
with Lilly Pulitzer, designer
of hand-screened fabrics,
clothes and jewelry (Cafe
Cristal)
2:00 PM Exhibit Arena officially
closed
2:30 PM Seminar III. DESIGN
to
Speaker: Louis I. Kahn,
4:30 PM FAIA
Moderator: Larry King
(TV Theatre—Mezzanine)
6:30 PM President's Reception (Re-
to
gency Room) (Complimen-
7:30 PM tary to everyone—cocktails,
hot & cold hors d'oeuvres)
7:45 PM Annual Architects' Banquet
(Regency Room) — Presi-
dent Hilliard T. Smith, Jr.
presiding
Introduction of new officers
9:30 PM Dancing to Hugh Martin
Orchestra
Hospitality Suites

SUNDAY—OCTOBER 8, 1967

- 10:00 AM BUSINESS SESSION II —
President Hilliard T. Smith,
Jr. presiding
(TV Theatre—Mezzanine)
12:00 Noon Board of Directors Meeting
— Vice President Herbert
Rosser Savage presiding
(TV Theatre—Mezzanine)
1:30 PM 53rd Annual Convention
Officially Adjourns.

53RD ANNUAL FAIA CONVENTION SPEAKERS



GEORGE E. KASSABAUM, FAIA

George is President-Elect of the American Institute of Architects. He has been awarded a Fellowship for service to the profession. George served two years as Vice-President of the Institute, and during that period he was Chairman of the Council of Commissioners. His other duties as a Vice-President included chairmanships of the Government Liaison Committee, the National Capital Planning Committee, and various liaison activities with other organizations. He will attend the convention to represent the institute and to speak at the awards luncheon.

George is 46 years old, and he and Marjory have three children. After his graduation from Washington State University in 1947, he taught architectural design for three years, leaving the University to join the St. Louis office of Hellmuth, Obata & Kassabaum where he is responsible for the production and construction services.

Many of his firm's projects have been published, and they represent a wide variety of building types such as the Priory Church and McDonnell Planetarium in St. Louis; Southern Illinois University at Edwardsville; The National Air and Space Museum in Washington, D.C. (to be built); Federal Office Buildings in Washington, D.C. and Denver, Colorado; the I.B.M. Research Laboratory at Los Gatos, California; the United States Embassy in San Salvador; and the University of the West Indies in Trinidad.



D'ORSEY HURST

D'Orsey Hurst, a 1932 graduate of Yale College and The Yale Law School, is the President of D'Orsey Hurst & Company, Inc. This is the leading management consulting firm specializing in work for Professional and Business Service Firms. He will address the office practice seminar on Saturday morning.

Mr. Hurst's business experience includes investment banking, sales planning and training with The Sales Analysis Institute, and sales and executive positions with Time Incorporated for over 15 years. Returning to consulting, he was Vice President and General Manager of the international management consulting firm of Bruce Payne & Associates and, in 1959, founded his present Firm.

Clients of his Firm include Engineers, Architects, Engineer-Contractors, Publishers, Banks, Management Consultants, and other companies in the "Services" sector of our economy.

Mr. Hurst was the first Chairman of the American Management Association Seminars on "Managing the Professional Service Firm for Profit and Growth" and has continued to chair these annually since 1960.

Mr. Hurst's articles and papers on management and profitable growth of Professional Firms have appeared in various publications, including the **Journal of the American Institute of Architects**, **American Engineer**, **Engineering News-Record**, **Inland Architect**, and **Architectural & Engineering News**.

He is a member of the American Economic Association, the American Marketing Association, the American Statistical Association, the American Sociological Association, the American Association for Public Opinion Research, the American Management Association, and the American Society for Public Administration.

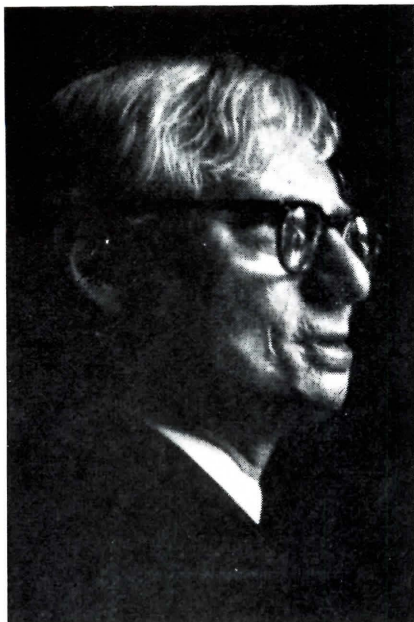


LARRY KING

Larry King is a name familiar to all South Floridians who pay any heed to the communications media. As a regular member of the television and radio scene, Larry has interviewed the personalities who make up our world today . . . and he hasn't missed many.

His nightly talk show on Miami radio . . . WIOD . . . is a byword to South Florida.

He joins us at our convention as the moderator of our seminar sessions. Those attending can expect the speaker to be questioned by an inquisitive mind that leaves no stone unturned.



LOUIS I. KAHN, FAIA

Louis I. Kahn, FAIA, was born in 1901 on the Isle of Osel, Estonia. He attended school in Philadelphia, Pa., and has kept that city as a home during a career of more than 40 years that has taken him many times around the world, brought more honors than could possibly be mentioned here, and won the esteem of his colleagues as one of the great architects of this, or any other time.

He will speak to the convention on the application of a sense of order to architectural design. His background as Chief Critic of Architectural Design at Yale University, Resident Architect at the American Academy in Rome, Professor of Architecture at the School of Architecture and Planning at the Massachusetts Institute of Technology, and Professor of Architecture at the University of Pennsylvania (current) more than qualifies him for this task.



ALBERT GOLDMAN

Albert Goldman is currently Assistant Professor of English and Comparative Literature at Columbia University in New York City. He is also a regular book reviewer for Vogue magazine, host and writer of The Wednesday Review, a one hour cultural review which appears on Channel 13 in New York City, and the Editor in Chief of Cultural Affairs, a quarterly published by the Associated Councils of the Arts.

Dr. Goldman will address the convention on the need for order in our lives in a time of cultural hysteria. We hope to discuss the matter of if in fact a sense of order — both spiritual and material — affect our mental well being.



HUMPHRY OSMOND

Dr. Humphry Osmond was born and educated in England. In 1963, he came to the Bureau of Research in Neurology and Psychiatry of the New Jersey Neuro-Psychiatric Institute as Director of Research.

In addition to his research studies, Dr. Osmond has lectured extensively in Canada, the United States, Britain and Europe upon schizophrenia research. He is or has been a consultant in psychiatric architecture to the governments of Saskatchewan, the states of New Jersey, New York and Pennsylvania, the universities of Utah, Princeton, Rice, the Maudesley Hospital, England, the APA, and the Federal Government of the United States.

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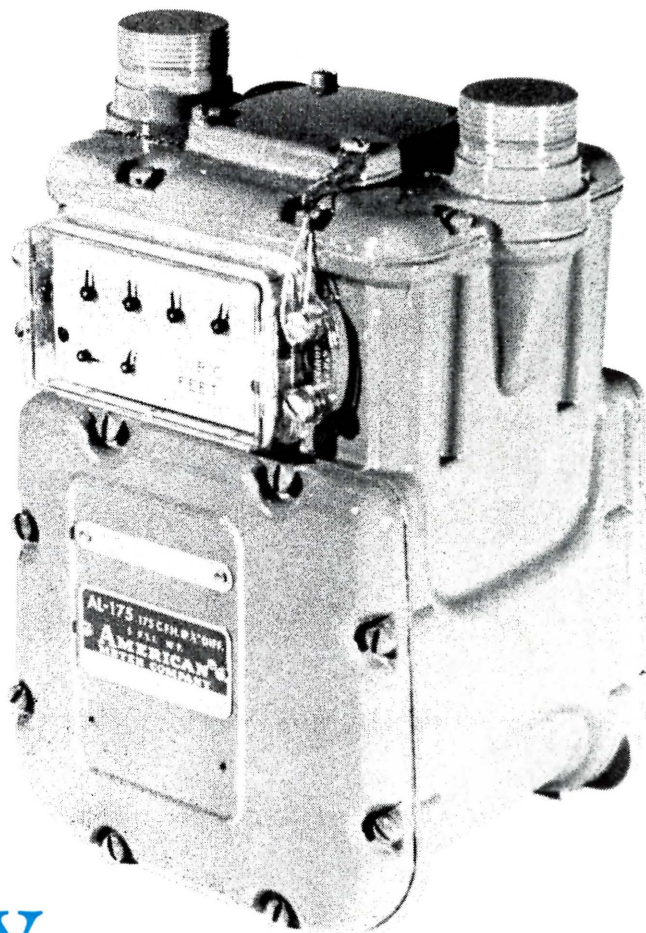
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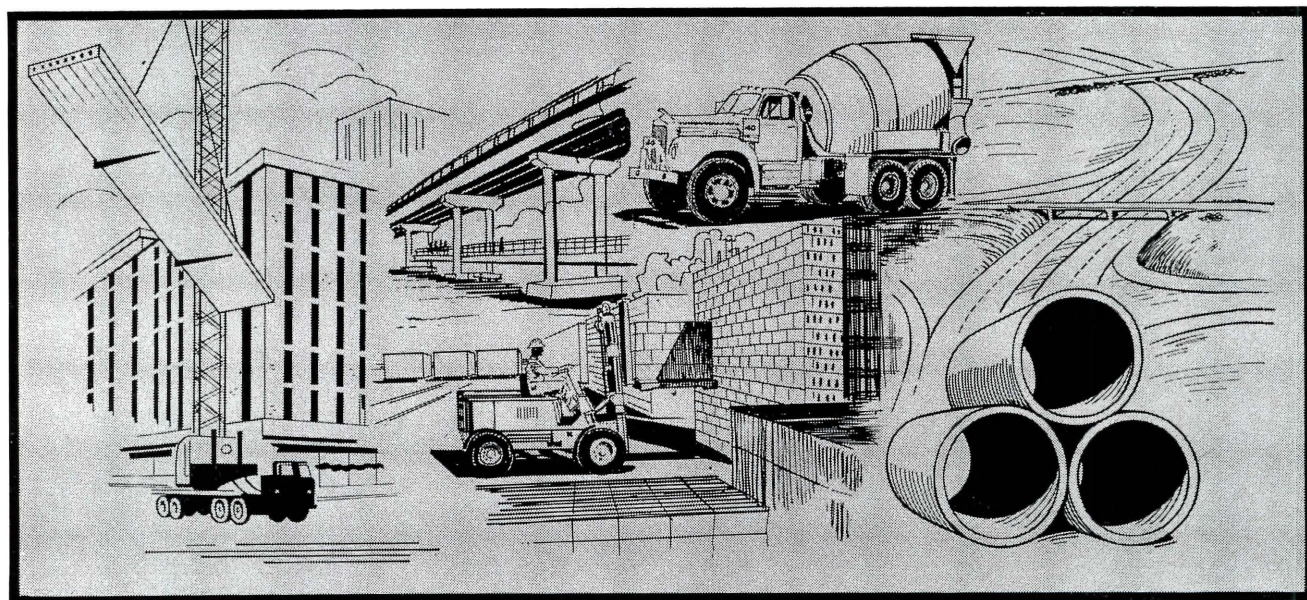
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This year the winner of this award is Mr. Willard C. Hundall, 1410 Georgia Avenue, West Palm Beach. Mr. Hundall is a mason, and was employed by the McLaren Construction Company to construct seven elliptical brick arches at the 721 Center at 721 Northlake Blvd., West Palm Beach.

The structural arches are sprung from a Norman soldier course with two radii in the ellipse. The craftsmanship awards committee was impressed with the uniformity of the coursing and the joint work on a job that was obviously difficult. Architect for the 721 Center was Eugene Lawrence AIA, West Palm Beach.





Photo by G. Wade Swicord

CRAFTSMANSHIP AWARD JOHN DEC

This award is given to a company or firm in the state of Florida which has exemplified a sincere and genuine interest in encouraging and effecting outstanding craftsmanship and workmanship in the performance of its work on a specific project.

The winner of this initial award is John Dec, General Contractor, 2261SW 28th Way, Fort Lauderdale, Florida. Mr. Dec was nominated by the Broward Chapter for his work on the Frank Buck residence at 2218 NE 15th Court, Fort Lauderdale, Dan Duckham, Architect. This house, built of and finished in wood, is an excellent example of the high quality of craftsmanship practiced by the Dec firm at a consistent level over the seven years it has operated in the Fort Lauderdale area.

It was obvious to the craftsmanship award committee from the photographs submitted, that this house was built with a special understanding, talent, and interest.

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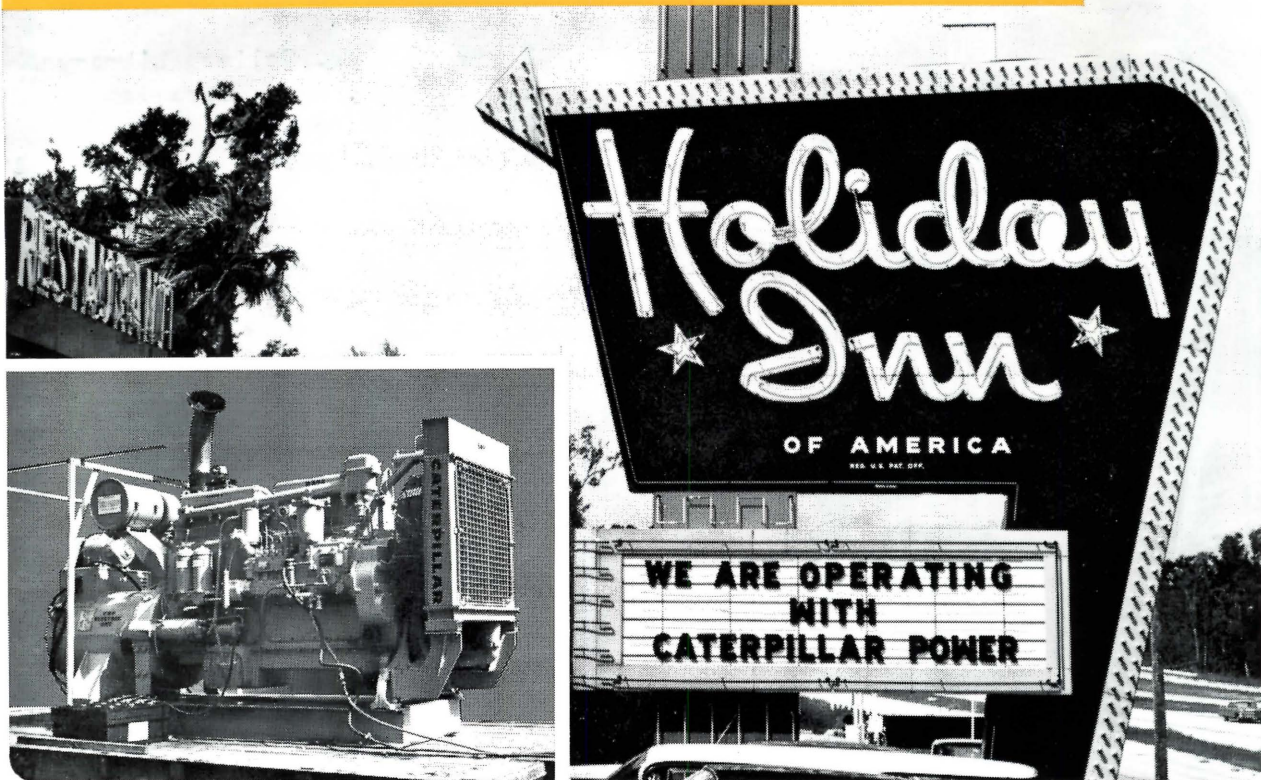
The seal is circular with a dark background. At the top, the words "FINIS CORONAT OPUS" are written in a white, serif font, following the curve of the upper border. In the center is a detailed illustration of an eagle with its wings spread wide. A large, white, serif letter "S" is superimposed on the eagle's chest. Below the eagle's body is a small, rectangular banner with the words "SEACREST" and "H.S." written in a white, serif font. At the bottom of the seal, the words "CLASS OF 1958" are written in a white, serif font, following the curve of the lower border.

**FLORIDA FOUNDRY
& PATTERN WORKS**

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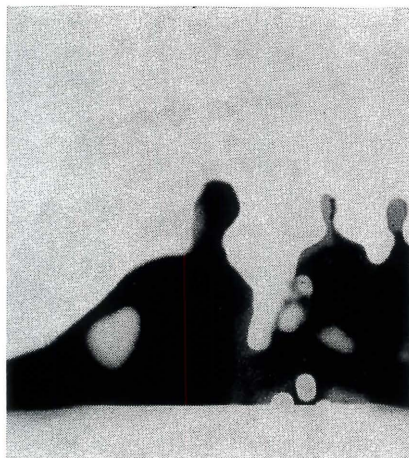
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